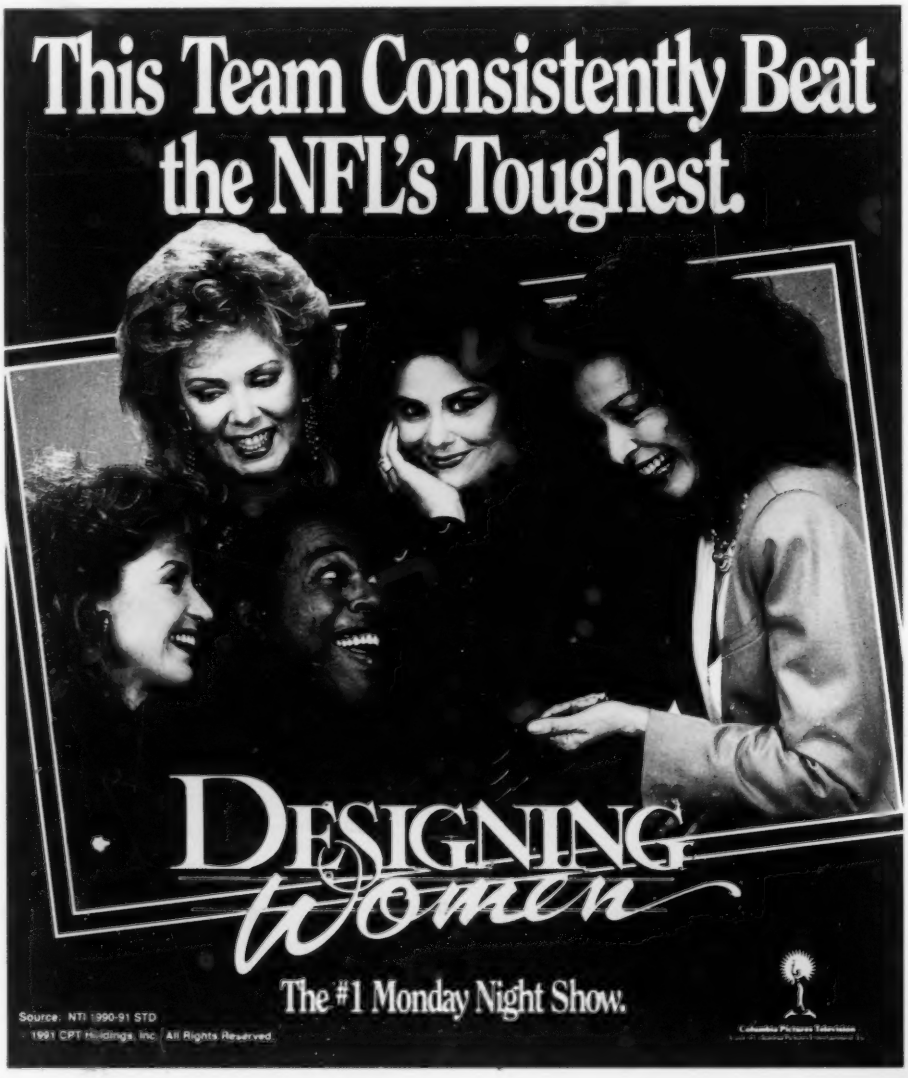
Broadcasting Jan 21

Reaching over 117,000 readers every week — 60th Year 1991

RADIO / 50
Value-added selling in radio adds more marketing dimensions

IN THE EYE OF DESERT STORM / 23
Television and radio are eyes and ears for world focused on war in Middle East; CNN is only link to Baghdad in conflict's early hours

WASHINGTON/ 42
Tough cable reregulation bill introduced in Senate


This Team Consistently Beat the NFL's Toughest.
DESIGNING Women
The #1 Monday Night Show.
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Columbia Pictures Television

Vol. 120 No. 3

NATPE: On in an off year

MD 20914
4520 EAST-WEST HWY
CONGRESSNL INFO SRV
SRI ACD
20814SPI AT850I ZCZ
*****5-0131T 20814

THIS WEEK

23 / FOLLOWING THE WAR

If there was any doubt that CNN is on par with the other three networks, it was dispelled last week, as the 24-hour cable network dominated the news—and the ratings—during the first nights of the Gulf War. (At least 18 network affiliates aired parts of CNN's coverage instead of the coverage of their own networks.) By the second night broadcast networks caught up by being the first to report a missile attack on Tel Aviv (CBS), and by airing smuggled videotape of the United States's bombing of Baghdad (ABC).

26 / ADVERTISERS PULL OUT OF WAR COVERAGE

Several major television advertisers, including the big three domestic auto manufacturers, decided to pull their spots when the networks went to their all-news coverage of the war. The networks hope that the lost spots will be placed elsewhere and perhaps even tighten up an otherwise loose scatter market. For now, it is too early to determine what the negative financial impact the extended war coverage and lack of ads will have on the networks. There had also been talk of commercial-free coverage by the networks for at least the first day of war, but that did not happen; the three networks and CNN all ran spots within the first 24 hours of their coverage.

The world at war: bringing the images home (page 23)

27 / NATPE 1991

The outbreak of war in the Middle East, and the anticipation of war, was on everybody's mind at the NATPE convention in New Orleans last week. In fact, some felt the prospect of armed conflict made the convention more businesslike, with many general managers looking to cut deals in the first day or two of the show, in case they had to leave early.

31 / TIGHTER BELTS IN 1990

Paramount studio chief Frank Mancuso said during his NATPE International convention keynote address that "swashbuckling" was to the 1980's management style what "belt buckling" is to the 1990's. Hence, given the present conservative economic climate, he said Paramount will put fewer TV and theatrical film projects into development each year.

34 / ECONOMIC OBSTACLES

There seemed to be a consensus at one NATPE panel session that there is no dearth of creative programing ideas available. Instead, the economy appears to be an overriding factor in controlling program risk taking.

36 / FOLLOWING RADIO'S LEAD

Television stations faced with a fragmenting audience should look to radio for ways of dealing with the growing competition. According to some broadcasting executives, TV stations need to apply many of the same principles that AM stations developed to compete with the growth of the FM band in the 1970's, including programing to a consistent demographic and repeatedly researching that demo.

40 / WAR GIVES CBS SHOW SECOND CHANCE

The threat of war in the Gulf brought about the rebirth of CBS's late night news vehicle, *America Tonight*, said Howard Stringer, president, CBS/Broadcast Group, during the television critics press tour last week. The formerly canceled series would remain in the 11:30 p.m. time slot indefinitely, he said. Television critics also heard about prospective projects for the summer, including series by Stephen King, Rob Reiner and Carrie Fisher.

43 / RETURN OF FAIRNESS DOCTRINE?

House and Senate communications policymakers have renewed their quest to see the fairness doctrine become law.

45 / PCS COMMUNICATIONS

Several high-ranking cable system operators met in Boulder, Colo., last week for a two-day tutorial seminar on personal communications services,

which many believe are likely to become a major revenue source by the mid-1990's.

46 / SNN LAUNCH DELAYED

Landmark's launch of Sports News Network is delayed as it waits for approval from the U.S. Bankruptcy Court in Manhattan. Landmark is buying the assets for $7 million from bankrupt Mizlou Communications, but if the deal is not closed soon, the purchase price will start to drop.

48 / HAVES DROPS BID FOR TLC

Hearst/ABC-Viacom Entertainment Services, which owns Lifetime Television, has backed out of its plan to buy Infotechnology's The Learning Channel.

50 / VALUE ADDED SALES

As the number of commercial messages reaching the average American consumer continues to grow, radio stations and advertisers increasingly are looking for ways to maximize advertising dollars. To do this, veteran advertisers and newcomers alike are looking to value-added marketing, a concept that merges the traditional spot schedule with a marketing campaign.

53 / RAB HEADS TO NASHVILLE

The Radio Advertising Bureau will hold its 11th annual Managing Sales Conference in Nashville this week, the setting for the unveiling of the RAB's new, industry-wide marketing plan.

NATPE in New Orleans (page 27)

55 / WESTWOOD OFFER EXPIRES

Westwood One's offer to exchange its 9% convertible subordinated debentures for its 6¼% convertible subordinated debentures expired Jan. 14 with just over 84% of its bonds converted. The 9% debentures initially are convertible into 114.29 shares of common stock for each principal amount, at a price of $3.50 per share, whereas the 6¼% debentures are convertible into 40.68 for each $1,000 principal amount, representing a conversion price of $24.58 per share.

59 / SBCA IN VEGAS: READYING FOR CHANGE

If the coming of Ku-band direct broadcast satellite services—and the smaller, more affordable antennas associated with them—were not enough to shake up the home satellite TV industry, "smart card" scrambling technology and the entrance of major consumer electronics retailers into the business may also come within the next year. The ramifications of those and other changes afoot will be the subject of a three-day Satellite Broadcasting & Communications Association trade show in Las Vegas this week.

60 / NABET AND NBC REACH TENTATIVE AGREEMENT

The National Association of Broadcast Engineers' agreement on a new four-year contract could bring its nine-month-old contract dispute to an end. A vote is scheduled for Jan. 30. NABET members have been working under an imposed contract since Aug. 15, 1990.

61 / OLYMPIC EFFORT

Although the current advertising picture is bleak, NBC and CBS O&O's are successfully selling the 1992 Olympics. Both groups are said to have already sold 65% to 75% of their respective inventories. The emphasis is on selling the advertiser, not just the spots.

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■ Cable

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saying that in this situation, the network would need to remain flexible.

□

Jeff Sagansky, president, CBS Entertainment, speaking to the critics Tuesday night during dinner, outlined four projects the network is developing for the summer schedule.

Stephen King's Golden Years is a serialized version of a novel written by King and is set to be produced by Laurel Entertainment. Sagansky said the project "is a combination of great characters with a fantasy premise in it." He said King would write the first five episodes and stay with the project to develop the long-term story arc.

The Verdict is a half hour which will examine one criminal trial and the aspects of the proceeding. Andrew Heyward and CBS News will produce the series. The project was inspired from a segment that aired on *48 Hours* last month.

True Detectives, another half hour from Arnold Shapiro and CBS Productions, which may be paired with *The Verdict*, is about normal people who solve mysteries in their life. *True Detectives* played as an hour special last month on the network, and the series will remain similar in look to the special.

The fourth project, *Partners in Life* (working title), is from Rob Reiner and his Castle Rock Productions. Sagansky described the project as "Rob's very ambitious attempt to do the old Laurel and Hardy, Mack Sennett two-reelers. Very physical comedy, and it's going to be shot on one-camera film."

Sagansky also revealed a project in development for fall which is being developed by actress Carrie Fisher for her mother Debbie Reynolds to star in. The series is about the relationship between a grandmother, her daughter and a granddaughter. Janis Hirsch, executive producer of ABC's *Anything But Love*, will co-produce the series with Fisher.

Sagansky also said CBS will not experience any cutback in their development, at least not due to any corporate budgetary considerations. Two weeks ago, Bob Iger, president, ABC Entertainment, said due to the declining network television industry, fewer pilots produced would be one of the effects of the changing economics. Sagansky said if fewer pilots are produced, it will be because CBS has fewer needs this fall compared to last fall. -sc

Week 17

RATINGS ROUNDUP

Jan. 7, 1990–Jan. 13

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		23.4/35	N	Cheers
2		20.6/32	C	60 Minutes
3	▲	20.0/30	C	Murphy Brown
4	▲	19.9/30	C	Designing Women
5		19.4/29	N	A Different World
6	▲	19.3/32	N	Golden Girls
7	▲	19.1/28	A	Amer. Funniest Videos
8		18.8/28	A	Roseanne
9		18.1/31	N	Bob Hope/Saudi Arabia
9	▲	18.1/29	A	Family Matters
9	▲	18.1/29	A	Full House
12		18.0/26	A	Amer. Funniest People
12	▲	18.0/27	A	Doogie Howser, M.D.
14	▼	17.8/27	N	The Cosby Show
15	▼	17.0/26	N	Unsolved Mysteries
16	▲	16.8/28	N	L.A. Law
17		16.6/25	C	Movie: Witness
18		16.5/25	N	Matlock
19	▲	16.4/26	N	Movie: Shoot To Kill
20		16.3/25	N	Heat Of The Night
20	▲	16.3/24	C	Major Dad
22	▼	16.1/25	N	Wings
23		15.8/24	A	Coach
24	▲	15.6/25	N	Hunter
25	▼	15.5/23	C	Rescue: 911
26		15.4/24	A	Who's The Boss?
27	▲	15.1/24	A	Perfect Strangers
28	▲	15.0/23	C	Evening Shade
29	▼	14.7/22	A	Growing Pains
30	▼	14.6/23	N	Dark Shadows, Pt.1
30	▲	14.6/26	A	20/20
32	▲	14.5/22	A	Married People
32	▲	14.5/22	F	The Simpsons
32	▼	14.5/22	A	Wonder Years
35		14.2/21	A	Head Of The Class
36	▼	14.1/23	C	Knots Landing
37		13.6/21	N	Fresh Prince Of Bel Air
38		13.4/23	N	Law And Order
39	▼	13.3/21	C	Movie: Bare Essentials
39		13.3/20	A	MacGyver
41	▲	13.0/21	A	Going Places
42	■	12.6/19	N	Blossom
43	▲	12.4/21	C	Trials Of Rosie O'Neill
44	▼	12.0/19	A	Movie: Held Hostage
45	▼	11.5/19	C	Dallas
45	▼	11.5/17	F	Married...With Children
47	▼	11.3/17	C	48 Hours
48	▲	11.2/16	N	Exposé
48	■	11.2/17	C	Good Sports
50	▼	11.0/17	C	Guns Of Paradise
51	▼	10.8/18	N	Fanelli Boys
51	▼	10.8/16	A	Father Dowling
53	▼	10.7/16	F	In Living Color
54	▼	10.5/18	N	Amen
54		10.5/19	C	Designing Women/Sun
56		10.4/16	N	News Sp.: Amer./War
57	▼	10.3/16	C	Jake And The Fatman
57		10.3/18	A	thirtysomething
57	▼	10.3/18	A	Young Riders
60	▼	10.1/16	N	Night Court
60	▼	10.1/17	A	Primetime Live
62		9.9/16	A	Movie: Under Cover
62	▼	9.9/16	A	Life Goes On
64	▲	9.8/15	A	Gabriel's Fire
65	▲	9.7/14	N	Real Life w/ J. Pauley
65	▼	9.7/17	C	Sons & Daughters
67	■	9.6/17	A	Equal Justice
68	▲	8.7/13	C	Flash
69		8.6/15	N	NAACP Image Awards
70	▼	8.5/13	C	Top Cops
71	▲	8.1/14	F	Cops 2
72	▲	7.7/12	F	Babes
72	▼	7.7/11	F	Get A Life
74	▼	7.5/13	C	WIOU
74	▼	7.5/13	C	You Take The Kids
76	▼	7.4/12	F	America's Most Wanted
77	▼	7.3/11	F	Good Grief
78	▲	7.2/11	F	Parker Lewis
79	▼	7.0/12	C	Movie: Nick Night
79		7.0/12	F	Cops
81	▼	6.9/11	N	Quantum Leap
81		6.9/12	A	Twin Peaks
83	■	6.8/11	A	Under Cover
84	▼	6.3/11	C	Lenny
85	▼	6.2/11	F	Totally Hidden Video
86	▼	6.1/10	F	True Colors
87	▼	5.8/9	F	Beverly Hills, 90210
88	▼	5.2/9	F	Comic Strip Live
89	▼	5.1/9	F	Haywire
90	▼	3.7/6	F	Against The Law

BUSINESS

NABET-NBC REACH TENTATIVE AGREEMENT

The National Association of Broadcast Engineers & Technicians (NABET) and NBC have reached a tentative agreement on a new four-year contract that contains modifications in wage structures and layoff policies. The offer comes after renewed negotiation efforts by the union and the network. NABET workers have been working under an NBC-implemented contract since Aug. 15. Their previous contract with the network expired March 30, and the union twice rejected NBC offers.

The latest offer is no shoe-in because the four NABET locals are split on the contract. NABET staff in New York and Washington are recommending ratification while the Chicago and Los Angeles staffs are advising that members vote against the offer. The negotiating committee has unanimously voted to bring the agreement to the membership for a vote that is set for Jan. 30. A vote against the new contract, according to NABET, is a vote authorizing a strike.

The modifications in the agreement call for NBC to guarantee that if layoffs are necessary, "it will first offer buy-outs before it lays off any regular employe." If a sufficient number of employes refuse the buy-outs, the company may lay off, but layoffs cannot exceed 4% of NABET staff on the regular payroll at each location for a two-year period, retroactive to Aug. 15.

The latest and final offer also calls for first-year wage increases of 3%, effective as of Jan. 5, 1991. Another 3% increase is set for Aug. 19 of this year; a 5% bonus is scheduled for Aug. 15, 1992, and a 4% increase for Aug. 14, 1993.

A NABET spokesperson is looking for a "more affirmative" vote than in previous elections but is unsure whether there will be enough votes to approve the contract.

Should the contract pass, NABET's charge of unfair labor practices that the union filed with the National Labor Relations Board would be dropped as well as the union's boycott of NBC-parent General Electric.

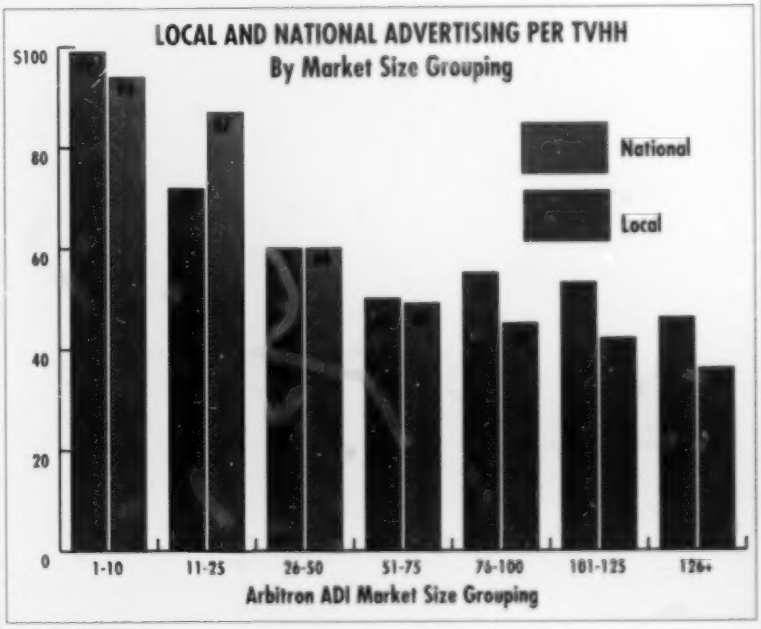
AREAS OF DOMINANT REVENUE: TV DOLLARS FLOW TO TOP

Recently released market data on per-TV-household-revenue show a skewing of advertising to the top markets. The survey results from a National Association of Broadcasters study show that the top-25 markets are particularly favored by national advertisers: "If they [advertisers] are on a limited budget, buying only in these markets still allows them to reach nearly 50% of the U.S. television households." The study may even understate the degree of national dollars going to top markets since, especially in the top-10 markets, many national buys are counted as local dollars, said Mark Fratrik, NAB vice president/economist. The 50-page study details national and local advertising per TV household for 111 markets.

TOP 10 MARKETS REVENUE PER TV HOUSEHOLD*

National/regional advertising		*Local advertising*	
Market (Rank)	$ Per TV HH	Market (Rank)	$ Per TV HH
Boston (6)	$127.56	Los Angeles (2)	$157.77
Miami (14)	$115.46	Chicago (3)	$122.13
Houston (10)	$112.22	Las Vegas (94)	$120.21
San Francisco (5)	$111.59	New York (1)	$116.08
Dallas-Ft. Worth (8)	$110.47	San Francisco (5)	$116.01
Washington (9)	$101.23	Salinas-Monterey (111)	$96.33
Sacramento-Stockton (21)	$99.70	Miami (14)	$91.62
Baltimore (22)	$95.29	Atlanta (12)	$91.17
Atlanta (12)	$93.68	Columbus (33)	$90.11
Philadelphia (4)	$93.23	Dallas-Ft. Worth (8)	$88.21

**Based on annual survey of TV stations by National Association of Broadcasters and Broadcast Cable Financial Management Association, conducted by Price Waterhouse. Only those TV markets where all "major" stations responded are included.*



CHANGING HANDS

WYDE(AM) Birmingham, Ala. □ Sold by Wyde Broadcasting Co. Inc. to Guardian Communications Inc. for $1.05 million cash at closing. **Seller** is headed by American General Media of Texas Inc., holding company, which is headed by Lawrence Brandon and Anthony S. Brandon, father and son, and is licensee of WWWG(AM) Rochester, N.Y.; KQXR(AM)-KERN(FM) Bakersfield, Calif., and KGEE(FM) Monahaws and KLLF(AM) Wichita Falls, both Texas. **Buyer** is headed by Mark McNeil (69.6875%) and Richard David (7.8125%). Guardian Communications is licensee of KFEL(AM) Pueblo, Co.; KKIM(AM) Albuquerque, N.M.; WCCD(AM) Parma, and WTSJ(AM) Cincinnati, both Ohio, and WFEL(AM) Towson, Md. WYDE has Christian music format on 850 khz with 50 kw day and 1 kw night. *Broker: David Eshelman.*

KDEN(AM) Denver □ Sold by Karen J. Mathis, receiver to Cashel Inc. for $575,000. Price includes $25,000 cash at closing, $175,000 payable within 30 days of FCC approval, and $375,000 promissory note. **Seller** has no other broadcast interests. **Buyer** is headed by John J. and Shirley A. McGuiness, husband and wife, and has no other broadcast interests. KDEN is fulltimer with news format on 1340 khz and 1 kw.

KBTO(FM) Bottineau, N.D. □ Sold by D&H Broadcasting Inc. to Standef Broadcasting Corp. for $330,000. Price includes $80,000 cash at closing, $60,396.76 10-year, 10¼% loan (assumption of debt) and $189,603.24, eight-year promissory note at 10%. **Seller** is headed by Alan Henning, and has no other broadcast interests. **Buyer** is headed by Edward F. Stanley (75%), Donna M. Stanley (15%) and Jeffrey P. Stanley (10%), and has application for new FM at Jeffersonville, N.Y. KBTO has C&W format on 101.9 mhz with 51.5 kw and antenna 492 feet above average terrain.

KNAF(AM) Fredericksburg, Tex. □ Sold by Fritz Broadcasting Co. to Jayson and Janice Fritz for $320,000 in stock purchase agreement. Price includes $10,000 cash at closing, $70,000 promissory note at 9% payable in monthly installments of $1,453.09, $240,000 promissory note at 9% payable in quarterly installments of $6,230.77. **Sellers** are Norbert and Alene Fritz, husband and wife, and Sharon Fritz, their daughter. **Buyers** are Jayson Fritz, son of Norbert and Alene, and Janice Fritz, his wife. Fritz's also have interests in Gillespie Broadcasting Co., headed by Norbert Fritz (60%), Alene Fritz (20%), Jayson Fritz, Sharon Fritz (20%) and Janice Fritz, and is licensee of KFAN(FM) Fredericksburg, Tex. KNAF has C&W format on 910 khz with 1 kw day and 174 w night.

KTAP(AM) Santa Maria, Calif. □ Sold by Buenos Diaz Broadcasting Inc. to Leo Kesselman for $300,000 promissory note, which was owed to buyer and is being cancelled. **Seller** is headed by Eduardo and Rodolfo Diaz, brothers, and has no other broadcast interests. **Buyer,** Kesselman, has 41.5% interest in KPIG(FM) Freedom, Calif.; 21.2% interest in KIDI(FM) Albuquerque, N.M.; 49% owner of LPTV KO4NT Indio, Calif., and owner of LPTV's K58DJ Bakersfield, Calif.; K21DB Santa Fe, N.M., and K06MB Indio, Calif. KTAP has adult contemporary

Continues on page 63.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$2,950,000** □ **11**
FM's □ **$776,250** □ **7**
AM-FM's □ **$0** □ **3**
TV's □ **$50,000** □ **1**
Total □ **$3,776,250** □ **22**

Year to Date:

AM's □ **$2,950,000** □ **11**
FM's □ **$26,576,650** □ **18**
AM-FM's □ **$7,600,000** □ **8**
TV's □ **$1,285,000** □ **4**
Total □ **$38,411,650** □ **41**

For 1989 total see Feb. 5, 1990 BROADCASTING.

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Inc.'s KITN(TV) Minneapolis petition for special relief seeking ruling that KITN, ind. ch. 29, is significantly viewed in Nicollet, Rice, and Watonwan counties, MN, on basis of county-wide audience, in lieu of ordinarily required community-specific audience survey data. (By MO&O [FCC 90-433] adopted Dec. 31, 1990, by commission.)

■ **Secaucus, NJ**—Approved joint request for settlement agreement; found Garden State Broadcasting Ltd. qualified to participate in monetary settlement in proceeding for construction permit to operate on frequency currently occupied by WWOR-TV Secaucus, in return for Garden States dismissal with prejudice of its application, and dismissed with prejudice, application for renewal of license of WWOR-TV. (MM Docket 88-382 by Partial Initial Decision [FCC 91D-1], issued Jan. 4 by ALJ Richard L. Sippel.)

■ **Maljamar, NM**—Ordered KWMW(FM) Maljamar, NM to forfeit $10,000 for failing to light station's tower in manner required. (By MO&O [FCC 90-427] adopted Dec. 21, 1990, by commission.)

■ **Rochester, NY**—Affirmed decision by Mass Media Bureau which granted WKLX Inc., license for station WKLX(FM) Rochester, NY over objections of Stoner Broadcasting System Inc., licensee of WCMF(FM) Rochester. (By MO&O [FCC 91-3] action Jan. 2 by commission.)

■ **Arlington, McKinney, Celina, Terrell, Daingerfield, College Station, Caldwell and Howe, all Texas, and Durant, OK**—Granted request by Evergreen Media Corp. of Dallas, and severed from this proceeding its application to substitute ch. 235C for ch. 235C1 at Arlington, and modify license of KHYI, accordingly. (MM Docket 88-48 by MO&O [DA 90-1898] adopted Dec. 26 by Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Dallas**—Denied petition by KXTX Inc., licensee of KXTX-TV Dallas, ch. 39, for special relief seeking ruling that it is significantly viewed in Fannin, Grayson, Hunt, Henderson, McLennan, Navarro and Parker Counties, TX. (By MO&O [FCC 90-432] adopted Dec. 31 by commission.)

■ **Gordonsville and Orange, both Viginia**—Dismissed petition to reallote ch. 255A from Orange to Gordonsville and modify license of WJMA-FM, accordingly. (MM Docket 89-604 by R&O [DA 90-1892] adopted Dec. 26, 1990, by Acting Chief, Allocations Branch.)

ALLOCATIONS

■ **Glen Arbor and Scottsville, both Michigan**—Effective Feb. 25, substituted ch. 235C3 for ch. 240A at Scottsville, and conditionally modified license of WKZC accordingly; substituted ch. 238C2 for ch. 240A at Glen Arbor, and conditionally modified CP of WTHM accordingly. (MM Docket 89-385 by R&O [DA 90-1886] adopted Dec. 26, 1990, by acting chief, Allocations Branch.)

■ **Pickford, MI**—Effective Feb. 25, allotted ch. 288A to Pickford as it first FM service. Filing window: Feb. 26-March 28. (MM Docket 90-410 by R&O [DA 90-1893] adopted Dec. 24 by acting chief, Allocations Branch.)

■ **Garberville and Yuba City, both California**—Effective Feb. 25, allotted ch. 279C1 to Garberville as its second FM service; substituted ch. 280B1 for ch. 280A at Yuba City, and conditionally modified license of KXCL(FM) accordingly. Filing window for Garberville: Feb. 26-March 28. (MM Docket 90-233 by R&O [DA 90-1891] adopted Dec. 24, 1990, by acting chief, Allocations Branch, Mass Media Bureau.)

CALL LETTERS

Grants

Existing AM's and FM's

KLIF(AM)	KKWM KLIF Company; Dallas, TX
KMZZ(AM)	WAYL Entertainment Communications Inc.; Richfield, MN
KRBE(AM)	KKZR KRBE Company; Houston, TX
KYII(AM)	KLIF KLIF Company; Dallas, TX
WANR(AM)	WOKG W-A Broadcasting Inc.; Warren, OH
WFXF(AM)	WXTZ WIN Communications Inc.; Indianapolis, IN
WHOG(AM)	WJOK Hobson City Broadcasting Company; Hobson City, AL
WMIZ(AM)	WFHM Clear Communications Inc.; Vineland, NJ
WNBP(AM)	WNCG Damon Radio Inc.; Newburyport, MA
WNLS(AM)	WYYN Arso Radio Corporation; Tallahassee, FL
WPMX(AM)	WCFB Tupelo Broadcasting Corporation; Tupelo, MS
WRIT(AM)	WPOG Gresham Communications of Walterboro, Inc.; Walterboro, SC
WRNE(AM)	WFXP One Communications Inc.; Pensacola, FL
WRTH(AM)	WIL WIL Music Inc.; St. Louis, MO
WSSR(AM)	WSEA Great Scott Broadcasting; Georgetown, DE
WSWL(AM)	WPFA Miracle Radio Inc.; Pensacola, FL
KBEL-FM	KWDG Curtis L. Cochran; Idabel, OK
KIOT(FM)	KMIO Enchantment Media Inc.; Espanola, NM
KJMX(FM)	KDOA Amburn Communications; Tulia, TX
KJOJ(FM)	KGLF-FM US Radio Ltd.; Freeport, TX
KJZS(FM)	KJOJ US Radio Ltd.; Conroe, TX
KKYZ(FM)	KXHC Ana L. Zumuano; Sierra Vista, AZ
KOQL(FM)	KLTE Entertainment Communications Inc.; Oklahoma City, OK

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.